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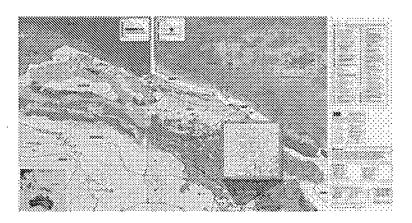
## Distributing the Benefits from GIS By Monica Pratt, ArcUser Editor

User Showcase

Training & Events

Geologists and geophysicists who work in ARCO's exploration, engineering, and environmental departments and the technicians who support them need to access volumes of data as well as to generate a variety of maps that display geologic and seismic data, well locations, and other geographically referenced information for identifying, developing, and managing oil producing sites.

Scott Sitzman, a GIS analyst for ARCO, developed an extension to ArcView GIS that not only gives these users ready access to the data they need but speeds and improves the quality of the maps they create. Sitzman and Pamela Kersh, also a GIS analyst at ARCO, developed the training, documentation, and online help that made users readily accept the new system and helped them quickly become productive with it.



#### GIS for Oil Companies: A Natural Fit

The oil industry is a natural fit for GIS. Many aspects of this business have a strong spatial component. Geographically based data threads through the entire process from drilling to facilities planning to marketing and site remediation. Though data acquisition starts during the exploration phase, GIS use was initially confined to the environmental department. By applying GIS only at the end, this part of the process bore a disproportionate share of the cost of developing information that could benefit the entire process. Using GIS at the beginning with the exploration phase would be much more beneficial to the entire company. Data could be transferred through departments and properties could be managed in a spatially aware manner.

ARCO, incorporated as the Atlantic Richfield Company, has a global presence that encompasses both the exploration and production (E&P) and the refining and marketing (R&M) aspects of the oil business. E&P operations center mainly in Alaska, midcontinent in the United States, China, Indonesia, Algeria, Venezuela, the Gulf of Mexico, and the North Sea. R&M operations include two refineries and over 1,700 retail gasoline outlets in six western states in the United States and in British Columbia, Canada. To be competitive, ARCO must manage vast amounts of data processed in many industry-specific software packages with proprietary formats.

#### **Choosing GIS**

The realization that putting GIS upstream in the process would benefit data management occurred at a time when ARCO needed to move from a mainframe to a workstation environment. The benefits offered by GIS in a distributed setting were used to justify the development of a generic solution with GIS instead of an industry-specific software purchase.

The move to use GIS in the explorations group actually started in 1995 with an application created using ArcView and incorporating ArcTools mapmaking functionality. Though this first system was cumbersome, it demonstrated the potential of using GIS to manage databases and create maps. Users were resistant to the first system not only because it was difficult to use but also because the familiar mainframe system had not been phased out.

#### A Customized ArcView GIS Solution

In April 1997, Sitzman moved from the Environmental Assessment and Litigation Support Department to the International Exploration Department. During the five years he worked in the environmental department, he used ArcInfo to conduct resource assessment projects. By August 1997, he was working on what would become ARCOView.

He realized he could build a complete solution for database management and mapping by developing an ArcView GIS extension that was tailored to the needs of ARCO users. Connections to some of the existing software had been developed by the previous GIS project, but all the mapping and interface customization was performed by Sitzman. Just three months later, in November 1997, the application was in beta testing and was refined using feedback from high-end users. Kersh developed a comprehensive support system for users that consists of half-day training classes, telephone-based technical support, a users manual, and ARCOView-specific online help.

#### What Is ARCOView?

ARCOView is the database management and mapping system for the exploration, engineering, and environmental departments at ARCO. The work on this extension was funded and developed internally by ARCO's International Exploration IT organization.

The ArcView GIS graphical user interface was extended to provide five main areas of functionality.

- Standardized map generation simple enough for casual users
- Integration with currently utilized software such as OpenWorks, GeoFrame, and Z-MAP Plus
- Data import and export functions
- Separate seismic navigational data management
- Miscellaneous utilities for projection, data conversion, and data automation

Hardware was purchased to support ARCOView. In the beginning of 1999, demand for the application necessitated upgrading to a Sun Server Enterprise 4000 with 2 GB of RAM, six 336 MHz UltraSPARC II processors, and three storage arrays with a total capacity of 146 GB. This server is connected to Sun Ultra and Silicon Graphics



workstations and PC workstation Xterminals running Exceed.

#### **Expanding Use**

Though ARCOView was initially developed primarily for the geologists, geophysicists, and technicians in the exploration department, engineering has used it for pipeline planning and cost calculations, and the environmental department has used it to document sites they manage. The application was designed and implemented to support casual as well as daily users.

ARCOView has been adopted by a variety of other users in the company. The data center workers use ARCOView to perform quality assurance functions by looking at current inventory, typically maintained as paper records, and verifying that these records match the electronic database information. This ensures that all the data is consistently named and cataloged. This is a very important function and one that has generated many users for ARCOView.

The competitive intelligence department uses ARCOView to keep track of the scouting reports on various competitor sites so the company knows where competitors are drilling, what they have found, whether they are looking for partners, and any other pertinent information. Since the quarterly reports generated by this department consist of a series of maps displaying the information they have uncovered, ARCOView was a natural tool for them. Employees in this department input data as well as access other databases in the company.

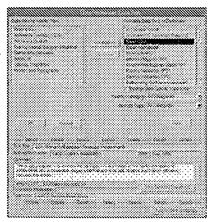
A small group of high-end users exploit ARCOView for decision support. They use ARCOView to perform analyses such as summarizing the number of wells in a lease, looking at the drilling history of a well, or estimating market demand in a region. The ability of ARCOView to directly read or import data from many sources makes it a very valuable tool for this group.

#### **Centralized Data Access**

Integration with currently used software has made ARCOView widely accepted and used within ARCO. The ability to directly transfer data between other software applications, or indirectly through the use of special import/export programs, was key to making ARCOView not only a mapping system, but a geographic database management solution.

ARCO's users need access to large amounts of data that are kept or

processed in a variety of oil industry standard software programs. The Data Dictionary, accessed from the View menu, lists 1,000 data sets. Many of these data sets contain multiple themes. For example, choosing the geologic maps data set for Indonesia will pull up 8 to 10 related themes. Data sets include purchased data as well as data obtained through consortium work, from private contracts, the public domain, or derived from scanned literature maps. The Data Dictionary's interface makes



selecting data that is managed by the system administrator easy, and it displays the available metadata for each data set.



#### **Working With Industry Software Packages**

ARCOView connects to all the major software packages used at ARCO in the form of direct read/write capability or import and export functionality. The Data Import and Data Export menus directly link users to this functionality through choices for specific formats and data types. PetroConsultants S.A., part of the IHS Energy Group, is a major source of world exploration information and is a big component of ARCOView. OPENWORKS from Landmark Graphics and GeoFrame from Schlumberger Limited are two other major programs that ARCOView accesses. Z-MAP from Zycor, Inc., is widely used in the oil industry for contouring horizons or sedimentary layers. ARCOView can write directly to Z-MAP master files, read the contours created by Z-MAP, and create a shapefile from them. Prior to the release of ARCOView, users would import data into Z-MAP and do mapping as well as contouring from that application. Now users typically perform contouring operations then use ARCOView for mapping because it allows access to other databases and makes it easier to create maps that comply with ARCO's mapping standards.

#### **Managing Seismic Data**

The seismic navigation data, crucial to exploration operations, is stored in an ArcInfo library that is very tightly integrated with ARCOView. A separate ArcView GIS application originally developed by Eagle Mapping of Houston, Texas, manages the seismic navigational database. A dedicated database administrator maintains and modifies the worldwide seismic data. Users cannot change anything in this database, but they can copy data out. The Seismic User menu in ARCOView provides tools for export, import, display, and manipulation of this data and report generation.

#### **Ensuring Quality Maps**

Users need to create maps. The original mainframe mapping system presented users with a series of text screens with very limited choices for creating maps and no feedback before the map was created. Since mapping is very often a reiterative process, users were frustrated by the old system. However, users accustomed to this restrictive mainframe mapping environment would have been overwhelmed by the tremendous flexibility in map creation offered by ArcView GIS. Sitzman created a way to guide users. Choosing the Build a Layout button displays a series of dialog boxes that walks the user through the steps in creating a hard-copy map.

These maps need to meet ARCO's mapping standards. The company has developed mapping standards that reflect good cartographic practice. All maps must have scales, titles, creation dates, and other basic information. ARCOView programmatically includes these standards, making it much easier for users to produce informative maps that comply with company standards. "The whole process was infinitely easier for them. They can push a button and their title block is in the right place," says Sitzman.

#### Task-Specific Functionality

The Area of Interest (AOI) menu offers prebuilt functions that calculate a full suite of projection and datum parameters in addition to defining the area needed to create a map. Coverages, shapefiles, and images can all be reprojected. The AOI function constrains the number of map tiles accessed in the ArcStorm libraries used for several of the data sources. Users can define an AOI by drawing a rectangle on a world map or by entering latitude and longitude coordinate information.

The improvement in mapmaking has been especially helpful to the technicians that support the geologists and geophysicists, who are now more willing to make their own maps. This frees technicians for other tasks. Even the philosophy of mapmaking as being a "graphics department" function has changed. With the sophisticated cartography tools provided by ArcView GIS, many users find they do not need to bring the plot files into a graphics package and perform final polishing edits—they can make all the necessary changes in ARCOView.

#### Help for Common Tasks and Casual Users

The last set of functionality added by ARCOView is a set of utilities for miscellaneous conversions, calculations, or processing that is available from the Utilities menu. These functions help users with specific tasks they occasionally need to perform. Most of these menu items come from sample scripts written by ESRI and incorporated into the ARCOView extension for completeness.

In addition to the online help that comes with ArcView GIS, ARCOView has separate online help that contains tutorials, a cookbook describing the menus and buttons added to ArcView GIS, and a list of supported projections in spreadsheet format that includes information such as datum, ellipsoid, and data source. A mechanism that provides user feedback is built into the help menu. Users can submit a report that describes a bug, proposed enhancement, performance problem, or documentation error.

#### The Results

The user community at ARCO has embraced ARCOView. By providing access to a multitude of databases in a variety of proprietary formats, built-in task-specific functionality, meaningful training and help, and full-time support, the application has gained far greater acceptance and wider use than was originally expected. Users feel comfortable experimenting and pushing ARCOView to the limits. Employees at ARCO who need to locate the available data for a certain area of the world; analyze trends in geology, culture, or petroleum activity; or simply make a map can do so easily.

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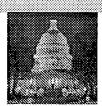
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# GIS and Public Policy

With GIS, those in public service can now analyze all types of issues with geographic data, supporting policy decisions. To learn more, please download our free white paper, which was created as part of a presentation Jack Dangermond made before Congress on June 8, 1999.

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"Maps break down our inhibitions, stimulate our glands, stir our imagination, loose our tongues. The map speaks across the barrier of language; it is sometimes claimed as the language of geography."—Carl O. Sauer, *The Education of a Geographer*, 1956

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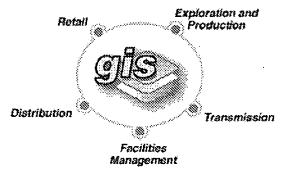
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# Geography Matters to the Petroleum Industry

Geography is no longer confined to an old, dusty textbook. You'll find it in your databases and throughout your applications. Geography helps guide most of your business decisions.

Making decisions based on geography isn't new in the oil business. Where to drill wells, route a pipeline, or build a refinery are all questions that rely on an understanding of geography to find the answers.



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## **Geographic Information Systems**

A GIS can help you understand and analyze geographic information using maps. But a GIS does more than create mapsit lets you integrate raster images; link CAD, scanned, and multimedia files; and perform either server- or desktop-level geoprocessing to help you make sense of the most beguiling of locational questions.

## GIS by ESRI

More than 90 percent of major oil companies use GIS as an integral part of their decision making process, and 70 percent use GIS software from ESRI. We are honored by that--we consider

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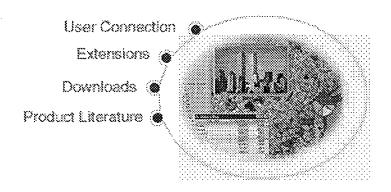
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## **Create Maps Showing Your Data**

ArcView makes it easy to create maps and add your own data to them. Using ArcView software's powerful visualization tools, you can access records from existing databases and display them on maps.

## Integrate Data in Powerful New Ways

ArcView makes it easy to integrate data from all over your organization and work with the data geographically. Get more from your investment in data by using the data in new ways.

## See the Big Picture

In no time you will be working with your data geographically: seeing patterns you could not see before, revealing hidden trends and distributions, and gaining new insights. What will you see when you map your data with ArcView?

## Solve Real-World Problems

Working geographically enables you to understand relationships between the forces that drive your business so you will make better decisions and get the power you need to solve problems faster.

## **Present Your Work**

Presenting your results and ideas is easy with ArcView. You can

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make great-looking publication-quality maps and create interactive displays by linking charts, tables, drawings, photographs, and other files. You will find that communicating geographically is a powerful way to inform and motivate others.

## **Develop Map-Based Applications**

Give others the power to work geographically! Using Avenue, ArcView software's built-in object-oriented scripting language, you can quickly develop custom tools, interfaces, and complete applications. So it is easy to put ArcView to work in your organization.

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## ArcView 3.x Literature in PDF

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## **Brochures and Flyers**

- ArcView 3D Analyst Brochure (391 KB)--(Print date: October 1998)
- ArcView Business Analyst Brochure (806 KB)--(Print date: February 2000)
- ArcView GIS Brochure (1.5 MB)--(Print date: February 2000)
- ArcView Image Analysis Brochure (391 KB)--(Print date: September 1999)
- ArcView Spatial Analyst Brochure (454 KB)--(Print date: May 2000)
- ArcView Tracking Analyst Brochure (425 KB)--(Print date: February 2000)

## **White Papers**

ArcView 3D Analyst White Paper

Date: December 1998

Subject: This white paper describes how the ArcView 3D Analyst extension to ArcView GIS software turns conventional two-dimensional flat maps into dynamic, interactive three-dimensional views. Users can create and display surface data in three dimensions for analysis and visualization. (76 KB/14 pages)

# ArcView Business Analyst White Paper

Date: March 2001 NEW

Subject: This 24-page updated white paper describes how ArcView Business Analyst is designed to be the most comprehensive business intelligence solution available with its unique integration of business solutions, computer technology, and a suite of business data sets of nationwide street files, business locations, consumer information, demographic data, and a nationwide geocoder. (1,676 KB/24 pages)

# ArcView Image Analysis Extension (Version 1.1) An ERDAS and ESRI White Paper

Date: September 1999

Subject: This white paper describes the ArcView Image Analysis extension, an ERDAS product, and is the result of a collaborative effort between ESRI and ERDAS, intended to bring key elements of ERDAS's geographic imaging capabilities into the ArcView GIS environment. (268 KB/15 pages)

# ArcView Network Analyst White Paper

Date: June 1998

Subject: This white paper gives an explanation of ArcView Network Analyst, an advanced geographic analysis extension for ArcView GIS 3. Network Analyst adds a whole suite of sophisticated and fully integrated geographic analysis tools to solve problems associated with any network while providing geographic network analysis and routing, but it retains the ArcView GIS intuitive, easy-to-use graphic user interface. (124 KB/12 pages)

## ArcView Spatial Analyst White Paper

Date: May 2000

Subject: This white paper update gives an explanation of ArcView Spatial Analyst, a geographic analysis extension for ArcView GIS that provides additional analytic capabilities to create, query, and analyze cell-based raster maps; derive new information from existing data; query information across multiple data layers; and fully integrate cell-based raster data with traditional vector data sources. (377 KB/16 pages)

# ArcView StreetMap 1.1--Nationwide Street Mapping and Address Matching on a Single CD-ROM White Paper

Date: September 1999

Subject: This white paper describes the optional ArcView StreetMap extension to ArcView GIS that provides additional capabilities such as nationwide street mapping for, and the ability to locate addresses

anywhere in, the United States. (53 KB/7 pages)

ArcView Tracking Analyst Complete Tracking Solutions White Paper

Date: May 1999

Subject: This white paper describes the ArcView Tracking Analyst extension, which brings essential temporal capabilities into the ArcView GIS environment with the creation of a new, fully integrated theme type called a tracking theme. ArcView GIS applications no longer are restricted to using data that represent static time. Tracking Analyst provides capabilities for the visualization and analysis of time-related data by defining "GeoEvents" that consist of time, position, and attributes. (191 KB/18 pages)

ArcView Tracking Analyst: The Solution for Temporal Analysis White Paper

Date: August 1998

Subject: This white paper describes the ArcView Tracking Analyst extension. The dimension of time has always been an important aspect of the data used in today's GIS and desktop mapping systems. Until now, that data has been underutilized due to the lack of adequate tools. The ArcView Tracking Analyst extension provides the tools necessary for ArcView GIS software users to effectively utilize time-related information. (251 KB/16 pages)

# ESRI Data & Maps 2000

NEW Date: March 2001

Subject: This paper discusses ESRI Data & Maps data bundle which has been updated for 2000 and has a metadata file that provides content, quality, condition, and other characteristics of the data set. (271 KB/30 pages)

# ESRI Data & Maps 1999

Date: September 1999

**Subject:** This paper discusses the many types of 1999 map data at many scales of geography. The data is provided in shapefile format and can be read directly from the CD-ROMs. (92 KB/19 pages)

# ESRI Shapefile Technical Description White Paper

Date: July 1998

Subject: This paper defines the shapefile data format. It also provides all the technical information necessary for writing a computer program to create shapefiles without the use of ArcView GIS or other ESRI software for organizations that want to write their own data translators. (126 KB/34 pages)

Extendable Image Formats for ArcView GIS 3.1 and 3.2 White Paper

Date: July 1999

Subject: This white paper describes how ArcView GIS 3.1 and 3.2

software provides developers with the ability to easily add new image format display capabilities to ArcView GIS. There are a number of image formats in use throughout the world that are specific to an industry or market that are not included with ArcView GIS. Now developers can write an external DLL that reads an image format and hook that DLL into ArcView GIS for display of the image. (69 KB/19 pages)

## ModelBuilder for ArcView Spatial Analyst 2

Date: May 2000

Subject: This new white paper describes what a spatial model is and how ModelBuilder for ArcView Spatial Analyst simplifies the tasks of creating, maintaining, and sharing spatial models. ModelBuilder is a tool in the ArcView Spatial Analyst extension that helps you create spatial models for geographic areas. (303 KB/18 pages)

# What's New in ArcView GIS 3.1 and 3.2 White Paper

Date: October 1999

Subject: This white paper will introduce you to all of the new features and capabilities introduced in ArcView GIS since version 3. (495 KB/32 pages)

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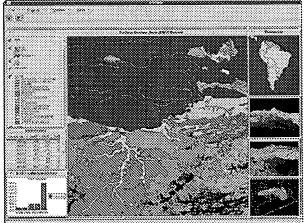


# **GIS for Exploration and Production**

## **Exploration**

Discovering new sources of petroleum ahead of the competition is one of the keys to staying successful in the petroleum industry. A GIS can help you evaluate the potential for oil in promising locations.

Exploration requires the analysis of a lot of different types of data such as satellite imagery, digital aerial photo



mosaics, seismic surveys, surface geology studies, subsurface and cross section interpretations and images, well locations, and existing infrastructure information. A GIS can tie these data together to the location in question and allow you to overlay, view, and manipulate the data in the form of a map to thoroughly analyze the potential for finding new or extending play potential.

## **Production**

To produce found reserves, the company must first understand certain geographic, infrastructure, business conditions, and environmental factors about the area in question. GIS technology is ideally suited to this kind of analysis.

#### **ESRI GIS Solutions**

ESRI provides several software solutions to help you with exploration and production:

- ArcInfo--Full-featured professional GIS
- ArcView GIS--Desktop GIS for professionals throughout the enterprise who need to access, integrate, and map the data on the desktop.
- <u>Spatial Database Engine (SDE)</u>--For warehousing spatial data and storing them with related tabular data.

## **ESRI Business Partners**

ESRI's Business Partners offer specialized software integrated with ESRI's GIS technology and designed to perform specific tasks related to exploration and production.

- GIS Solution Providers
- Consultants and System Integrators
- Corporate Consultants

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## NEW!



The District
CBS crime drama
uses ArcView GIS

Class Uncovers Historic Census Information

Runway Analysis Implemented with GIS

Documenting a Culture

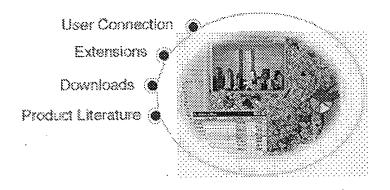
Buy | Upgrade

Order the ArcView GIS Evaluation CD!

Order the ArcView
GIS Extension
Evaluation CD set.
Requires ArcView GIS 3.1 or
higher

ArcView GIS 3.2a Patch Now Available

**News and Events** 



With more than 500,000 users worldwide, ArcView GIS is the world's most popular desktop mapping and GIS software. It puts hundreds of mapping and spatial analysis capabilities at your fingertips.

## **Create Maps Showing Your Data**

ArcView GIS makes it easy to create maps and add your own data to them. Using ArcView GIS software's powerful visualization tools, you can access records from existing databases and display them on maps.

## Integrate Data in Powerful New Ways

ArcView GIS makes it easy to integrate data from all over your organization and work with the data geographically. Get more from your investment in data by using the data in new ways.

## See the Big Picture

In no time you will be working with your data geographically: seeing patterns you could not see before, revealing hidden trends and distributions, and gaining new insights. What will you see when you map your data with ArcView GIS?

## Solve Real-World Problems

Working geographically enables you to understand relationships between the forces that drive your business so you will make

<b>Districting</b>	
<b>Extension fo</b>	
<b>ArcView GIS</b>	

better decisions and get the power you need to solve problems faster.

#### **Digital America** Informational Seminars

## Present Your Work

**Fact Sheet** 

Presenting your results and ideas is easy with ArcView GIS. You can make great-looking publication-quality maps and create interactive displays by linking charts, tables, drawings, photographs, and other files. You will find that communicating geographically is a powerful way to inform and motivate others.

<u>System</u> Requirements

**Develop Map-Based Applications** 

FAQ

Give others the power to work geographically! Using Avenue, ArcView GIS software's built-in object-oriented scripting language, you can quickly develop custom tools, interfaces, and complete applications. So it is easy to put ArcView GIS to work in your organization.

**Product Literature** 

Downloads

**Additional Data for ArcView GIS** 

ArcView GIS 3.1 and 3.2 Language Support

**Special Offers** Configure or Upgrade Your GIS Hardware System

- Reseller Directory - Reseller Locator
- Find a reseller in your area

Training

**Free Seminars** 

Year 2000 Compliance

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# NEW!

ArcSDE News Coming Soon

Informix Integrates
ESRI Spatial
Technology

SDE for IBM DB2

**SDELoader** 

**Product Description** 

**Fact Sheet** 

**FAQs** 

**Product Literature** 

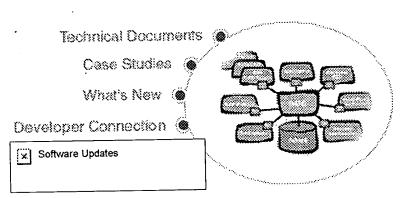
**SDE User List** 

**How to Purchase** 

To Request More Info

Year 2000 Resource Center

SDE CAD Client
Manage CAD objects in a
DBMS



Spatial Database Engine (SDE) is client/server software that enables spatial data to be stored, managed, and quickly retrieved from leading commercial database management systems like Oracle, Microsoft SQL Server, Sybase, IBM DB2, and Informix. SDE is a scalable solution, enabling spatial data to be easily integrated with the rest of an organization's non-spatial data, in environments ranging from small work groups to large-scale enterprise implementations.

SDE is integrated with ESRI's family of client applications and leading CAD products like MicroStation and AutoCAD, as well as market specific solutions from over 30 third-party developers. SDE ensures that an organization can develop and deploy spatial data and mapping solutions to any client, from any server, anywhere on the network.

## With SDE you can...

- Manage very large databases composed of millions of spatial features commonly encountered in databases associated with utility infrastructure, oil exploration, land records, regional and state transportation networks, insurance company customer locations, etc.
- Support multiple users with open access to spatial data, without having to use NFS file mounting.
- Provide open data access across local and wide area networks and the Internet using TCP/IP protocol. SDE provides fast access in heterogeneous environments that

ArcSDE ArcInfo Extension include UNIX and Microsoft Windows clients and servers.

- Quickly retrieve data and perform spatial and geometric analysis with 14 topological searches, buffering, overlays and intersections, dissolve and clip, and topological data cleaning.
- Develop custom applications using SDE software's open development environments including the C API and extended SQL API (available on selected releases).
   Developers can use MapObjects Professional with popular Windows development environments such as Visual Basic and Visual C++. Custom applications can also be created with ArcInfo using the Open Development Environment (ODE), or ArcView GIS using Avenue software.
- Integrate with existing applications by embedding mapping content and spatial analysis into an application without having to invoke traditional GIS technologies.

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#### NEW

ArcInfo Reviewed in GI News

New Relationship
Results in Seamless
Integration Between
Conic and ArcInfo
Software

ArcOnline ArcInfo User Site

Digital America Informational Seminars

**ArcInfo 8 Training** 

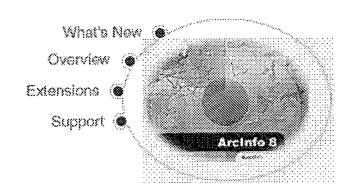
<u>To Request More</u> Info

**Literature** 

Year 2000 Resource Center

To Purchase

Special Offers
Configure or
Upgrade Your GIS
Hardware System



The ArcInfo 8 system sets the standard for GIS functionality. ArcInfo is a high-end GIS with tools for automation, modification, management, analysis, and display of geographic information. Various extensions are available to build on core functionality. ArcInfo adheres to modern software engineering and computing standards and runs on a variety of hardware platforms, including UNIX workstations and Windows NT. ArcInfo is the complete GIS solution for individual projects or enterprise-wide applications.

The essence of enterprise GIS, ArcInfo serves as the core of an ArcGIS system that can include ArcView GIS, ArcSDE, ArcIMS, and more. ArcInfo's development environment, ArcObjects, lets users easily build custom ArcInfo applications and interfaces using industry-standard development tools such as Visual Basic.

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